

STUDYING EXTENSION WORK WITH FARMERS AND FARM HOMEMAKERS
IN
MADISON PARISH, LOUISIANA

PART II-NEGRO FAMILIES

(A report on White Families is given under a separate cover as Part I.)

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FOREWORD

A program of Extension studies was started in the spring of 1949. These studies were designed as the beginning of a continuous process of evaluation to help us, as Extension workers, to analyze ourselves, our activities, the people with whom we work, and the effectiveness of the Extension program.

The first parish study, "A Study of Agricultural Extension Work in Lafourche Parish," was made in May, 1949, and reported as Agricultural Extension Publications No. 1053 and 1054, September, 1950.

Studies of Extension work in Red River and Washington Parishes were the second and third in this series. These studies were reported separately in mimeograph form in November, 1950.

This study in Madison Parish is the fourth in the series.

These studies deal with the general effectiveness of Extension work. They will be followed by intensive studies of the effectiveness of Extension in special fields, including both programs and teaching methods.

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PURPOSE OF THE STUDY

The purpose of this study is to determine the extent to which farmers and farm homemakers in Madison Parish have adopted farm and home practices that have been recommended by the Extension Service, the effectiveness of the teaching methods used, the extent to which farmers and farm homemakers have contact with Extension, and the knowledge farmers and farm homemakers have of the Extension Service.

HOW THE STUDY WAS MADE

Information was obtained in May, 1951, from 142 white farm families through the personal interview method. The sample of families to be interviewed was taken from a random list of white farm families in the parish by taking every third name, starting with a randomly selected number.

In addition to the 142 white families, 98 Negro farm families were selected in the same manner by taking every second name from a random list of Negro families. Sharecroppers were not included in the study.

The interviewing was done by six men and six women, all Extension workers. Three were from the state Extension office. Four were county agents, and five were home demonstration agents, all from adjoining or nearby parishes. The same enumerator interviewed both the farmer and homemaker in a family. Neither the agents in Madison Parish nor the district agents were included as interviewers, but all actively assisted with the planning and conduct of the study.

DESCRIPTION OF MADISON PARISH

Madison Parish, named after the fourth president of the United States, is located in the cotton-growing Mississippi River delta section of Northeast Louisiana. Its wirtten history goes back to 1721, when it was part of the Orleans district of the Louisiana Territory. Madison Parish was created by the legislature in 1838 from an arêa that formerly had been part of Ouachita Parish and Warren Parish, or County. (Warren County was abolished in 1809 at the same time the legislature changed the designation "county" to "parish".)

Madison originally included some of the area of the present parishes of Richland and Franklin. After various curtailments and additions, it acquired its present size and contours in 1861. The parish now is roughly 30 miles long, east and west, and 25 miles wide. It covers 650 square miles, or 416,000 acres, of which 100,000 acres are farm land. The rest is largely virgin forest, composed of cypress, tupelo gum, red gum, and oak. Lumber companies own a considerable part of the woodland.

For many years cotton was the only money crop in the parish. A change began, however, with the coming of cheap cotton and acreage controls in the 1930's and was speeded by the farm labor shortage during World War II. Cotton is still the big crop, but Madison rapidly is becoming diversified. Beef cattle, swine growing, soybeans for oil, corn harvested by hogging off, and dairying are becoming more important each year.

The 100,000 acres of farm land now consists of about 28,000 acres in cotton, 8,000 acres in soybeans grown for oil, 18,000 acres of corn, 12,000 acres of oats and hay, 20,000 acres of improved pasture, 9,000 acres of wild hay and idle land, and about 5,000 acres devoted to truck crops and to space for home sites and other purposes.

Tallulah is the parish seat and only town in Madison. In 1940 the population of the parish was 18,443, and in 1950 it was 17,444. This represents a loss of 5.4 percent. During the same period, the rural population declined 30 percent from 13,731 to 9,669. In 1940, approximately 31 percent of the total population was white and 69 percent Negro. There are fewer people on the farm and the average size of the farms is increasing.

Madison Parish was chosen for this survey because it is considered typical of the cotton-growing delta section of the state in which it is located.

THE EXTENSION PROGRAM

Farm demonstration work was begun in 1911, or three years prior to passage of the Smith-Lever Act. Organized Extension work was started on July 1, 1914. Since the beginning the parish has been served continuously by a parish agricultural agent. Including the present agent, there have been four different county agents during the 40-year period prior to this study.

Home Demonstration work was started on May 21, 1917, and has been carried on without interruption to the present time. During this 33-year period the parish has been served by five different home demonstration agents.

An assistant county agent was appointed on October 1, 1946. Since that time two different persons have served in the position of assistant county agent.

An assistant home demonstration agent for work with Negroes was appointed and started to work on September 1, 1939. This work has continued without interruption to the present time. During this time, two different persons have served as assistant home demonstration agent for work with Negroes.

Broadly speaking, the purpose of Extension work is to help develop people that they may more easily identify and solve the various problems that affect their own welfare. Working toward this broad objective, the program is set up to help increase the knowledge and skills of the people, encourage more efficient farming and better homes, produce a higher income, and raise the standard and scale of living. Within this broad frame of fundamental aims, the program of the Extension agents has included the following:

Agricultural Agents

1. Corn. Adapted hybrids, fertilization, early planting, protection from insects while in storage.
2. Cotton. Good planting seed of adapted varieties, fertilization, insect control, defoliation for picking.
3. Soil Conservation. Growing winter legumes, interplanting corn with soybeans, drainage.
4. Oats. Varieties, fertilization, winter grazing off.
5. Soybeans for Oil. Varieties, date and rate of seeding, insect control, storage.
6. Beef Cattle. Herd management, winter feeding, calfhood vaccination to control Bang's, controlled breeding, control of lice and flies, growing out best heifers as cow herd replacements.
7. Swine. Management and feeding, hogging off corn and soybeans.
8. Pastures. Establishing new pastures and improving old pastures by seeding with Dallis grass and White Clover, using Fescue grass, mowing to control noxious weeds and grasses.

Home Demonstration Agents

1. Nutrition and Health
 - a. Food production. Poultry. Home gardening.
 - b. Food selection and preservation. Emphasis on more milk in family meals. Cheese making. Frozen desserts.
 - c. Food preservation. Canning. Freezing.
 - d. Posture in relation to health.
 - e. Teeth, their development and care.
2. Housing and home management. House plans, room improvement, kitchen arrangement, storage space, household appliances, home furnishings.
3. Landscaping. Improving home grounds.
4. Clothing. Selection and construction.
5. Consumer education. Better buying practices.
6. Insect control. Household, vegetable garden, flower garden.

Four-H Club work for white children is carried jointly by the county agents and home demonstration agents. For Negro children, it is carried by the assistant home demonstration agent for work with Negroes.

In the year 1950, there were five organized clubs for whites in the parish with an enrollment of 230 girls and 192 boys. For Negroes there were 13 organized clubs with an enrollment of 286 girls and 247 boys. These figures include children from both farm and non-farm homes.

CHAPTER I

MADISON PARISH AND ITS PEOPLE

A Large Proportion of the Farmers and Homemakers Have Lived on Their Farms and in the Parish 10 Years or More

Sixty-three percent of these Negro farmers and 60 percent of the homemakers have lived on their farms for ten years or more (Table 1). Ninety-four percent of the farmers and 91 percent of the homemakers have lived in the parish for at least ten years.

Table 1 -- Length of Time Farmers Have Farmed This Place and Farmed in the Parish.
Length of Time Homemakers Have Lived as Homemakers on This Place and in the Parish.

	<u>On Farm</u>		<u>In Parish</u>	
	<u>Farmer</u>	<u>Homemaker</u>	<u>Farmer</u>	<u>Homemaker</u>
Number of records	93	96	93	96
Percentage:				
Less than 1 year	2.2	5.2	0.0	2.1
1-4 years	20.4	22.9	3.2	6.3
5-9 years	14.0	11.5	3.2	1.0
10 years and over.	63.4	60.4	93.5	90.7

Size of Farms

Eighty-three percent of the farms have less than 50 acres (Table 2). Seventeen percent are 50 acres or more in size, and 17 percent are less than 20 acres.

Table 2 -- Acres in Cropland

<u>Acres</u>	<u>Farms</u>
Number of records	98
Percentage of farmers having:	
1-19 acres	17.3
20-29 acres	14.3
30-39 acres	51.0
50 acres or more	17.3

Major Sources of Farm Income

Madison Parish is located in the delta section of the northeast portion of the state. It is known locally as one of the "Delta Parishes."

The major sources of farm income of these families are cotton, corn, beef cattle, dairying, hogs, soybeans for oil, poultry, and hay (Table 3).

Table 3 -- Major Sources of Farm Income

Number of records	98
Percentage of farmers naming:	
Cotton	98.9
Corn	41.8
Beef Cattle.	21.4
Dairying.	2.0
Hogs	24.5
Poultry	7.1
Soybeans for oil	8.2
Hay	4.1
Other.	7.1

Portion of Family Money-Income Made From Farm

Sixty-nine percent of the families derive all their cash-income from the farm. An additional 25 percent get half or more than half from the farm. The others have an income from such sources as work in sawmills or other work in town.

Tenure Status

Seventy-eight percent of the farmers are owners or part owners, two percent are managers, and 20 percent are tenants.

Transportation is Good

The roads are good. There is a comprehensive system of gravel roads that reaches all communities in the parish. One paved highway parallels the Illinois Central Railroad east and west through the center of the parish, while another parallels the Missouri Pacific Railroad running north and south.

Twenty-six percent of the families own automobiles; 25 percent own trucks. Forty-seven percent of the families have either a car or truck. Nineteen percent of the homemakers drive a car.

The Farm Homes

The farm houses are fairly large. Sixty-nine percent are of five rooms or over. The average number of persons per room is less than one. Space, therefore, would seem to be adequate in these homes. Sixty-seven percent of the houses are of painted frame, brick, or concrete block. Thirty-three percent are of unpainted frame.

Home Facilities

Seventy-eight percent of the homes have electricity and an equal percentage have electric lights (Table 4). Ninety-one percent have radios in working order. Fifty-nine percent have sewing machines, and 64 percent have pressure cookers or pressure canners. However, only six percent have running water in the house, and only four percent have complete bath rooms. Sixteen percent have power washing machines; 45 percent have mechanical refrigerators.

Table 4.--Home Facilities

Number of records.	98
Percentage of homes with:	
Running water in house	6.1
Complete bathroom	4.1
Electricity.	77.5
Radio in working order	90.8
Power washing machine.	16.3
Refrigerator	
Mechanical.	44.9
Ice	44.9
Sewing machine	59.2
Telephone	24.5
Home freezer	2.0
Rented locker space.	4.1
Pressure cooker or pressure canner for canning	64.0

FARM FAMILIES IN MADISON PARISH

Age of Farm People

Of the farmers, six percent are under 35 years of age; 46 percent are from 35 to 49; and 47 percent are 50 years and over (Table 5).

The homemakers are a little younger than the farmers. Seventeen percent are under 35 years of age, 42 percent are from 35 to 49, and 42 percent are over 50 (Table 5).

Formal Schooling

Seven percent of the farmers and 21 percent of the homemakers have had eight or more years of formal schooling (Table 5). However, 67 percent of the farmers and 37 percent of the homemakers have had only four years or less.

Table 5.—Age and Educational Training of Farmers and Homemakers

Item	Farmers	Homemakers
Number of records.	93	96
Percentage of individuals in age groups:		
Under 30 years.	3.2	9.4
30-34 years	3.2	7.3
35-39 years	10.8	11.5
40-44 years	11.8	18.8
45-49 years	23.7	11.5
50 years and over	47.3	41.7
Percentage of individuals completing no more than:		
4 years or less	66.7	36.5
5-6 years	18.3	25.0
7 years	8.6	17.7
8 years	4.3	9.4
Some high school.	2.2	7.3
Completed high school	0.0	2.1
Some college.	0.0	2.1

A High Percentage of the Families Have Children at Home

Forty-six percent of the families have children under 10 years of age and 48 percent have children 10 to 18. Twenty-one percent of the families have young men or young women at home from 19 to 30 years of age, other than the farmer or homemaker.

Of the families who have children 10 to 18 years of age, 53 percent have at least one child in a 4-H Club.

Radio, Newspapers, and Magazines

Ninety-one percent of the families have a radio, and 37 percent of them take a daily or weekly paper (Table 6). Sixty-two percent of the families take a farm or home magazine.

Table 6.--Radio, Newspapers, and Magazines in the Home

Number of records.....	98
Percentage of homes having radios in working order.....	90.8
Percentage of homes taking any paper.....	36.7
Daily paper.....	12.2
Weekly paper.....	30.6
Both daily and weekly paper.....	7.1
Percentage of homes taking any farm or home magazine.....	62.2

Participation of Farmers and Homemakers in Organizations Other than Those Sponsored By Extension

Twenty percent of the farmers and 16 percent of the homemakers belong to farm or home organizations other than those sponsored by Extension (Table 7). Approximately 13 percent of the farmers and 17 percent of the homemakers take part in civic or school organizations. Seventy-six percent of the farmers and 95 percent of the homemakers attend church and church organizations.

Table 7.--Participation of Farmers and Homemakers in Organizations Other than Those Sponsored by Extension

	Farmer	Homemaker
Number of records	93	96
Percentage who participate in or attended during last year:		
Farm or home organizations	20.4	15.6
Civic or school organizations	12.9	16.6
Lodges and similar organizations	49.4	47.9
Church and church organizations	76.3	94.7
Other organizations	47.8	50.0

Knowledge of Extension Work

A high percentage of both farmers and homemakers know something of Extension work.(Table 8). Seventy-three percent of the farmers and 41 percent of the homemakers can identify the county agent or assistant agent. Seventy-seven percent of

the farmers and 75 percent of the homemakers know the home demonstration agent, or assistant home demonstration agent for work with Negroes. Approximately 40 percent of the farmers and 47 percent of the homemakers know something of 4-H Club work. Approximately 35 percent of the farmers and homemakers have had children in 4-H Club work.

Table 8.--Knowledge of Extension Service Work

Item	Farmer	Homemaker
Number of records	93	96
Percentage saying they:		
Know who the county agent or assistant is	73.1	40.6
Know who the home demonstration agent or asst. is	77.4	75.0
Know something of 4-H Club work	39.8	46.9
Have been a member of a 4-H Club	2.2	11.6
Have children in 4-H Club	26.9	26.1
Have ever had children in 4-H Club	35.5	35.1
Have any knowledge of Extension Work	95.6	92.7

CHAPTER II

FARMERS AND HOMEMAKERS HAVE ADOPTED PRACTICES

Practices that Have Been Emphasized in the Extension Program and Singled out for Study

The Extension programs have recommended and emphasized many farm and home-making practices for the parish. A check was made in this study of nine farm practices and nine homemaking practices to determine the extent to which they have been adopted by the farmers and homemakers. This should give one measure of the effectiveness of Extension work with these people.

One hundred percent of the farmers and 97 percent of the homemakers have adopted one or more of the practices (Figures 1 and 2). The percentage of farmers adopting the practices varies from 97 who use recommended varieties of cotton to 12 percent who use a heavy application of fertilizer on corn. The percentage of homemakers adopting the practices ranges from 86 who produce a year round garden, down to 32 who use baby chicks from U.S. approved or certified hatcheries.

Approximate Number of Years Practices Have Been Emphasized in the Extension Program

Some practices have been emphasized in the Extension program for only a few years while others have been emphasized for a much longer period of time (Figures 1 and 2). There appears to be little or no correlation between the percentage of farmers or homemakers adopting the practices and the number of years the practices have been emphasized in the Extension program.

Figure 1.--Farmers Who Have Adopted Practices and Approximate Number of Years Practices Have Been Emphasized in the Extension Program

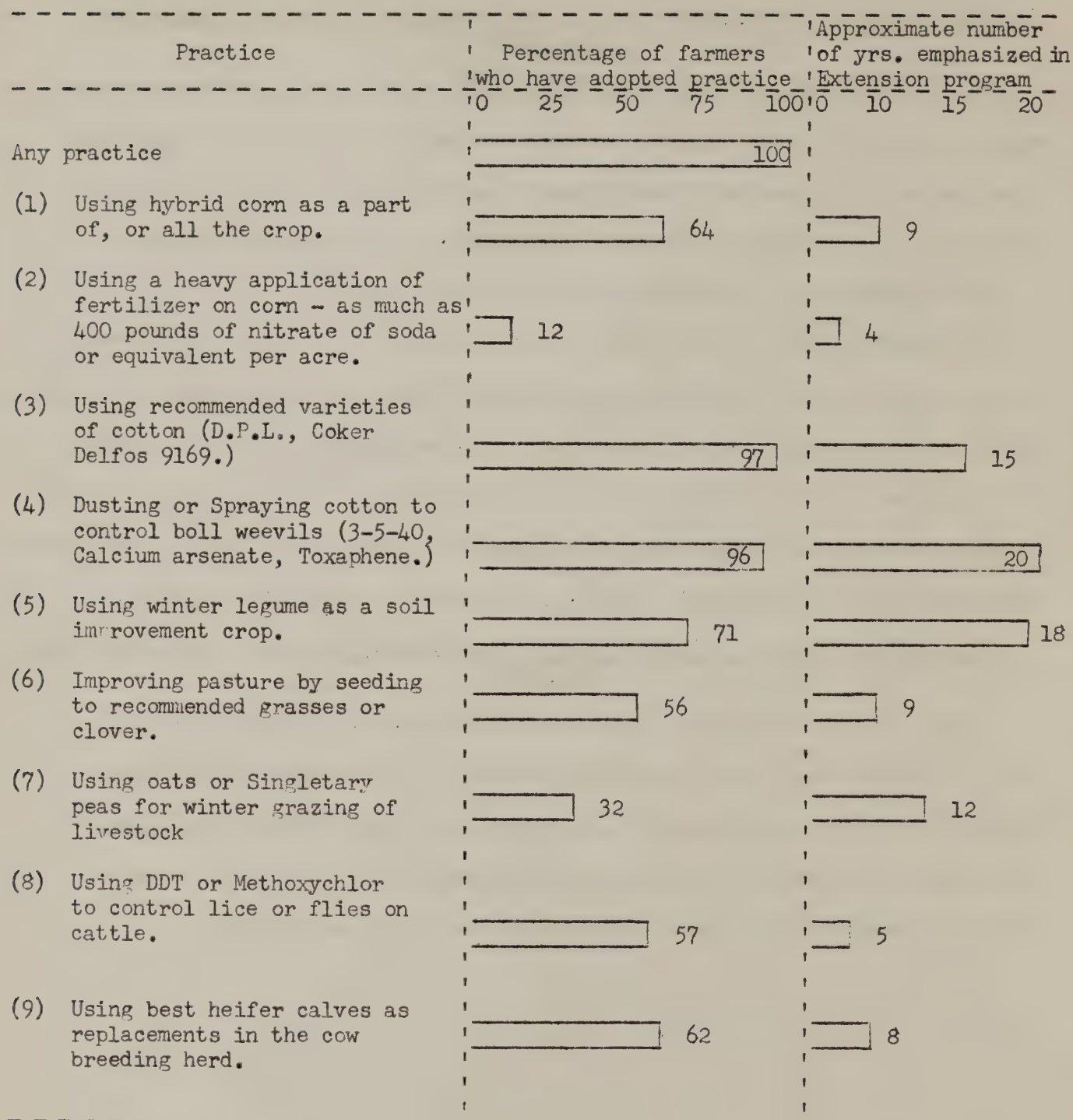
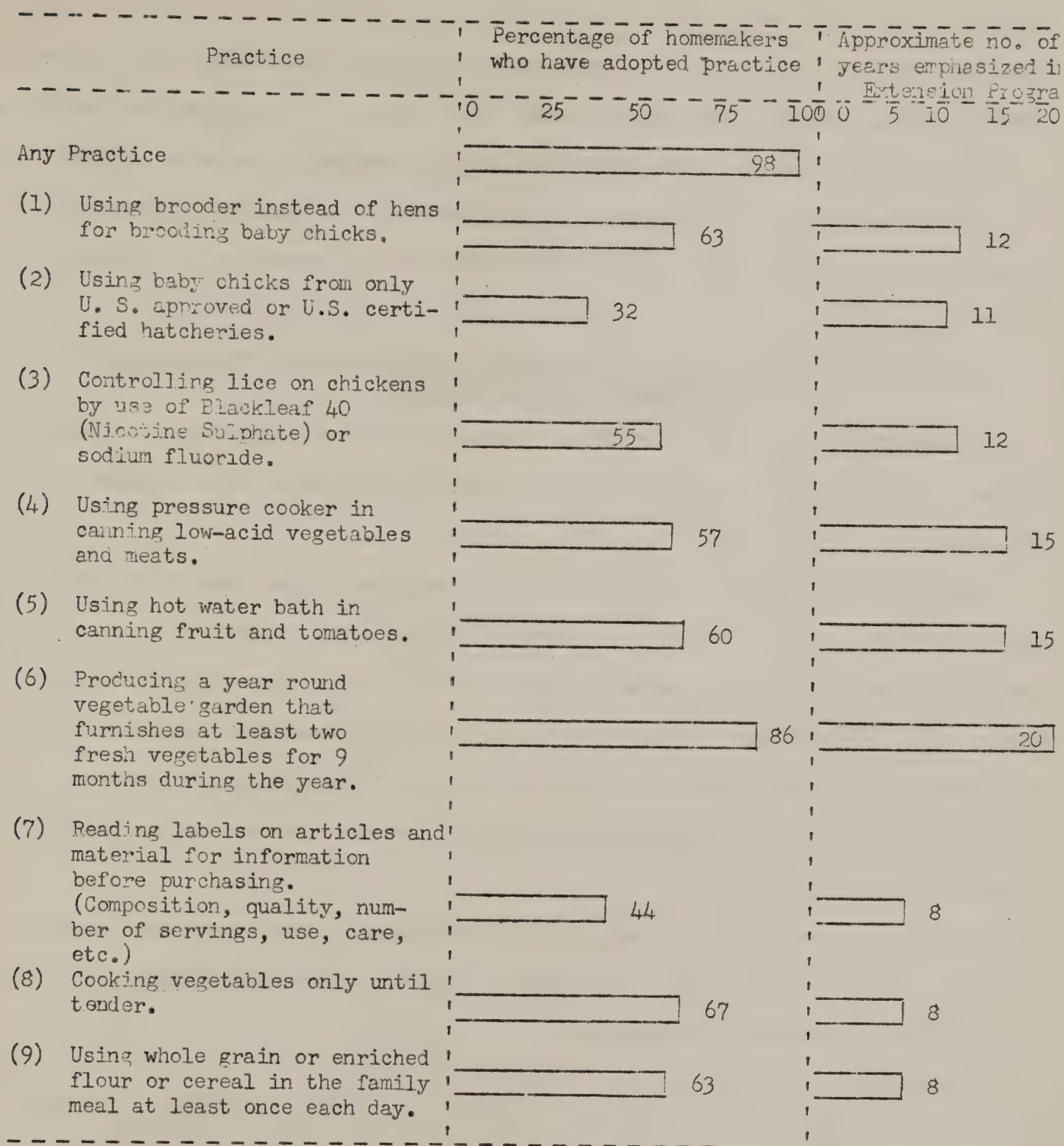


Figure 2.-- Homemakers Who Have Adopted Practices and Approximate Number of Years Practices Have Been Emphasized in the Extension Program



Who Are the Farmers and Homemakers Who Have Adopted Practices?

A much higher percentage of the homemakers who have had much contact 1/ with Extension, those who have a high level-of-living 2/, and those who have more formal schooling (five years or more) have adopted the practices than have other comparable groups. Also, a higher percentage of owners than tenants have adopted the practices.

A higher percentage of farmers who have a high level-of-living have adopted the practices, than have those with a low level-of-living. Education, Extension contact, age, or tenure makes little or no difference in percentage of practices adopted by farmers.

The Extent to Which Farmers and Homemakers Have Not Adopted Practices and Some Reasons Why They Have Not

As already brought out, a few of the practices have been adopted by a high percentage of the farmers and homemakers. However, it might be well to consider here the percentages who have not adopted the practices.

The percentage of farmers not adopting the practices ranges from 88 who have not adopted the practice of using a heavy application of fertilizer on corn to three percent who are not using recommended varieties of cotton (Figure 2). For homemakers the percentage not adopting the practices ranges from 68 who have not adopted the practice of controlling lice on chickens by use of Blackleaf 40 or sodium fluoride to 14 percent who have not adopted the practice of growing a year round garden (Figure 2).

An effort was made in the study to learn some reasons why farmers and homemakers have not adopted the practices. Following are reasons given by the farmers and homemakers for not adopting the practices.

1/ Farmers who have had 9 or more different kinds of Extension contacts and homemakers who have had 7 or more are interpreted as having had "much contact".
2/ The short form of the Farm Family Socio-economic Status Scale is used in this study for the purpose of analysis. A level-of-living index of 60 or above is interpreted as "high" and 59 or under as "low".

Table 9.-- Reasons Given by Farmers and Homemakers for Not Adopting Practices.

Farmers:

(1) Using hybrid corn as a part of, or all the crop.

Costs too much	7
Hybrid is too hard for mules to eat.	4
Prefer to select seed from crib.	4
Too soft--weevils eat it	4
Didn't know about it	3
Would have to buy seed every year.	3
Birds eat it up.	1
Like other corn better	1
Did not do well on this farm	1
Is too hard to shell	1
Prefer not to change from other corn	1
Does not grow well if planted near other corn.	1
Just don't do it	3

(2) Using a heavy application of fertilizer on corn - as much as 400 pounds of Nitrate of Soda or equivalent per acre.

Costs too much	33
Financially not able to buy the fertilizer	11
Land rich enough without it.	8
New land does not need that much fertilizer.	4
Think vetch is good enough	4
Have not thought it would pay.	6
Not good unless season is perfect.	1
No equipment to put it on the land	1
Didn't know about it	1
Make enough corn without fertilizer.	1
Just have not done it.	1

(3) Using recommended varieties of cotton (DPL, Coker 100, Stoneville, or Delfos 9169).

Didn't know about it	2
Unable financially	1
Not familiar with the practice	1

(4) Dusting or spraying cotton to control boll weevils (3-5-40, Calcium Arsenate, Toxaphene.)

Not able to buy poison	1
Use something else	1
Don't think it is worth while.	1

(5) Using winter legumes as a soil improvement crop.

Land not drained well enough	6
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Reasons (cont.)

- | | |
|--|----|
| Does not have enough money to buy seed. | 4 |
| Cropland is not fenced. | 3 |
| Not applicable to black land. | 2 |
| Grows so big can't turn it in spring with light plows | 2 |
| Land not suitable for breaking in spring to plow it under | 1 |
| Just don't have the seed. | 1 |
| Makes following crop too late | 1 |
| Does not do well on this farm | 1 |
| Just have not done it | 1 |
| Use rented land | 1 |
| Didn't know about it. | 1 |
| Land rich enough without it | 1 |
| | |
| (6) Improving pasture by seeding to recommended grasses and clover. | |
| Pasture is already good enough. | 7 |
| Don't have enough money | 5 |
| Not enough cattle to justify it | 3 |
| Need all the land for row crops | 2 |
| Pasture is in woods | 1 |
| Pasture is small and hard to work | 1 |
| Just bought this farm | 1 |
| Just has not gotten around to it. | 1 |
| Land not fenced | 1 |
| Have rented land. | 1 |
| Is uncertain about how long he will live on this farm | 1 |
| New pasture--just starting. | 1 |
| | |
| (7) Using oats or Singletary peas as winter grazing for livestock. | |
| Not enough corn to justify it | 10 |
| Don't have enough money | 7 |
| Don't have enough land. | 6 |
| Land is not fenced. | 2 |
| Just have not done it | 2 |
| Don't need it--use hay instead. | 2 |
| Lacks machinery to prepare the land | 1 |
| Has overflow land | 1 |
| Use cornfields for winter grazing | 1 |
| | |
| (8) Using DDT or Methoxychlor to control lice or flies on cattle. | |
| Use something else. | 7 |
| Don't know enough about it. | 6 |
| Just neglected it | 4 |
| Don't think cattle need it. | 2 |
| Costs too much. | 2 |
| Didn't know cattle have lice. | 1 |
| Not enough cows to justify it | 1 |
| Don't have the medicine | 1 |
| (9) Using best heifer calves as replacements in the cow breeding herd. | |
| All calves are bull calves. | 4 |

Reasons (cont.)

Not enough cows to justify it	2
Land area is limited--most calves have been bulls	2
Sell them because of need of money.	2
Just starting with cattle	1
Can't use many cows	1

Homemaker:

(1) Using brooder instead of hens for brooding baby chicks

Not able financially to buy brooder	10
Like hens better.	4
Just always use hens.	4
Cheaper to use hens	3
Is easier to use hens	2
Requires too much time to care for chicks in brooder.	2
Have not had a brooder.	2
Have better luck with hens.	1
Don't know how to build a brooder	1
Tried it - snakes ate the chicks.	1
Grow chicks only when weather is warm	1
Didn't know about a brooder	3

(2) Using baby chicks from only U. S. Approved or U. S. Certified Hatcheries.

Don't know enough about the practice.	23
Prefer to hatch chicks from hens in own flock	22
Cost too much	7
Just buy what merchant has to sell.	3
Like other chicks as well	1
Never heard of the practice	1
Never heard of any difference in chicks	1

(3) Controlling lice on chickens by use of Blackleaf 40 (Nicotine Sulphate) or sodium fluoride.

Has had no lice on chickens	14
Use something else.	11
Didn't know about it.	6
Just never have done it	4
Never had thought about it.	5

(4) Using pressure cooker in canning low acid vegetables and meat.

Has no cooker.	17
Know nothing about pressure cookers	5
Not able to buy cooker	3
Afraid cooker would blow up.	2
Does no canning--poor health	2
Prefer freezing to canning vegetables	1
Pressure cooker is not big enough	1
Does no canning	1
Didn't know about low acid foods.	1

Reasons (con't.)

- (5) Using hot water bath in canning fruit and tomatoes

Didn't know enough about it	15
Pressure Cooker requires less time.	6
Does no canning--poor health.	1
Prefers pressure cooker--they keep longer	1
- (6) Producing year round garden that furnishes at least two fresh vegetables for nine months during the year.

"Buckshot" land will not grow a good garden	2
Land too wet for a garden	2
Does not grow a garden--poor health	1
Just neglected to do it	1
Can buy vegetables more cheaply	1
- (7) Reading labels on articles and material for information before purchasing

Can't read well enough	22
Don't know about labels	12
Just depend upon what the merchant says	6
Buy by brand name	4
Just don't take time to do it	1
Just buy the ones that cost the most	1
Never had thought about it	1
Buy just from looking	1
- (8) Cooking vegetables only until tender

Prefer cooking a longer time	16
Husband likes them well done	4
Never knew about it	4
- (9) Using whole grain or enriched bread or cereal in the family meal at least once a day.

Don't know what it means	32
Just use what ever we can get	1

CHAPTER III

SOURCES OF INFORMATION THAT CONTRIBUTED TO ADOPTION OF FARM AND HOME- MAKING PRACTICES

In addition to finding the extent to which farmers and homemakers have adopted recommended practices, data were obtained on sources of information that helped these people decide to adopt the practices.

Farmers and Homemakers Name Extension Teaching Methods as a Source of Information

Ninety-seven percent of the farmers and 86 percent of the homemakers who have adopted practices named Extension teaching methods as a source of information for adoption of practices (Tables 10 and 11). Seventy-four percent of the farmers and 51 percent of the homemakers named circular letters as a source of information. Forty-nine percent of the farmers and 44 percent of the homemakers named indirect influence, that is, neighbors and friends who had obviously received the information from Extension. Sixty-three percent of the farmers and 38 percent of the homemakers named other meetings.

For farmers, the percentage naming the different teaching methods ranges from 74 for circular letters to zero for correspondence and telephone calls. The percentage for homemakers ranges from 51 for circular letters to zero for telephone calls.

If the teaching methods are arranged into the following groups, (1) methods which reach individuals, (2) methods which reach people in groups, (3) methods which reach people in masses, and (4) indirect influence, and adjusted to 100, it will read:

	<u>Farmer</u>	<u>Homemaker</u>
Individual methods	17.3	12.9
Group methods	25.9	27.8
Mass media	40.9	43.6
Indirect	15.7	15.6

Mass media are named by 41 percent of the farmers and 44 percent of the homemakers. Seventeen percent of the farmers and 13 percent of the homemakers named individual methods.

Table 10--Sources of Extension Information for Adoption of Farm Practices.

Number of farmers adopting any practice	93
Percentage of these farmers who named:	
Extension source	96.6
Circular letters	74.0
Other meetings	63.3
Indirect influence	49.4
Bulletin	31.1
Farm or homes visits	20.4
Office calls	19.3
Method demonstration meeting	16.1
Result demonstration	15.0
News item	12.9
Radio broadcast	9.7
Leader training meeting	2.2
Extension exhibit	1.1
Correspondence	0.0
Telephone call	0.0

Table 11.--Sources of Extension Information for Adoption of
Homemaking Practices.

Number of homemakers adopting any practice 94

Percentage of these homemakers who named:

Extension source 86.1

 Circular letter 51.1

 Indirect influence 43.6

 Other meeting 38.3

 Bulletin 37.2

 Farm or home visit. 28.7

 Method demonstration 26.6

 News item 17.0

 Radio broadcast 14.9

 Leader training meeting 12.8

 Result demonstration 4.3

 Office call 2.1

 Extension exhibit 2.1

 Correspondence 1.1

 Telephone call 0.0

Farmers and Homemakers Named Non-Extension Sources of Information

Seventy-seven percent of the farmers and 71 percent of the homemakers named non-Extension sources of information that helped them decide to adopt practices (Tables 12 and 13).

The percentages of farmers naming non-Extension sources of information for adoption of individual practices range from 59 for winter legumes down to 29 for hybrid corn. For homemakers the percentages range from 60 for using brooders down to 28 for whole grain bread or cereal.

The farmers named such non-Extension sources as the Experiment Station, agricultural teachers, seed stores, neighbors and friends, Production and Marketing Administration, Farmers' Home Administration, veterans' instructors, and magazines.

The homemakers named such sources as canning manual, merchants, magazines, home economics teachers, friends, relatives, mail order catalogues, and veterans' instructors.

Table 12.—Percentage of Farmers Adopting Practices and Percentage Giving Extension and Non-Extension Sources of Information

Practice	Percentage adopting practice	Percentage giving source of information as:	
		Extension	Non-extension
Any practice	100.0	96.6	77.3
(1) Using hybrid corn as a part of, or all the crop.	64.0	96.5	29.3
(2) Using a heavy application of fertilizer on corn - as much as 400 pounds of nitrate of soda or equivalent per acre.	12.2	90.9	36.3
(3) Using recommended varieties of cotton (D. P. L., Coker 100, Stoneville, or Delfos 9169.	96.7	86.6	51.1
(4) Dusting or spraying cotton to control boll weevils (3-5-40, Calcium arsenate, Toxaphene)	95.6	93.2	38.2
(5) Using winter legume as a soil improvement crop.	70.9	80.3	59.1
(6) Improving pasture by seeding to recommended grasses or clover.	55.9	86.5	48.1
(7) Using oats or Singletary peas for winter grazing of livestock.	32.2	90.1	33.3
(8) Using DDT or methoxychlor to control lice or flies on cattle.	57.1	83.3	38.9
(9) Using best heifer calves as replacements in the cow breeding herd.	61.9	100.0	41.0

Table 13.--Percentage of Homemakers Adopting Practices, and Percentage Giving Extension and Non-Extension Sources of Information

Practice	Percentage Adopting Practice	Percentage giving source of information as:	
		Extension	Non-extension
Any practice	97.9	86.1	71.2
(1) Using brooder instead of hens for brooding baby chicks.	63.3	73.7	59.6
(2) Using baby chicks from only U. S. approved or U. S. certified hatcheries.	32.2	82.8	41.4
(3) Controlling lice on chickens by use of Blackleaf 40 (Nicotine Sulphate) or sodium fluoride.	55.5	76.0	34.0
(4) Using pressure cooker in canning low-acid vegetables and meats.	57.2	83.6	41.8
(5) Using hot water bath in canning fruit and tomatoes.	60.4	86.2	34.5
(6) Producing a year round vegetable garden that furnishes at least two fresh vegetables for nine months during the year.	86.4	74.6	39.7
(7) Reading labels on articles and material for information before purchasing. (Composition, quality, number of servings, use, care, etc.)	43.7	76.2	30.9
(8) Cooking vegetables only until tender.	67.7	72.3	35.4
(9) Using whole grain or enriched flour or cereal in the family meal at least once each day.	63.5	80.3	27.9

CHAPTER IV

TO WHAT EXTENT HAVE FARMERS AND HOME MAKERS BEEN EXPOSED TO EXTENSION TEACHING?

Ninety-eight percent of the farmers and 95 percent of the homemakers have been exposed to one or more of the Extension teaching methods. Ninety-seven percent of the farmers and 86 percent of the homemakers have made some practical use of the information (takes) in adopting practices (Tables 14 and 15).

For farmers the ratio of takes to exposures is 78 percent for circular letters and 49 for other meetings (Table 14). The ratio for the other methods ranges from 43 percent for farm or home visits down to zero for correspondence and telephone calls.

For homemakers the ratio is 82 percent for other meetings, 64 for circular letters, and 53 for bulletins (Table 15). The ratio for the other methods ranges from 45 percent for method demonstrations to zero for telephone calls.

Table 14.--The Extent to Which Farmers Have Been Exposed to and Influenced by Extension Teaching

Teaching Method	Percentage of Farmers		Ratio of Takes to Exposures
	Exposed to (Exposures)	Influenced (Takes)	
Circular letter	94.6	74.2	.78
Bulletin	83.9	31.2	.37
Radio broadcast	69.5	9.7	.14
Office calls	65.6	19.4	.30
Method demonstration	65.6	16.1	.25
Other meeting	63.4	31.1	.49
Extension exhibit	61.3	1.1	.02
Result demonstration	60.2	15.1	.25
News item	50.5	12.9	.26
Farm or home visit	47.3	20.4	.43
Correspondence	40.9	0.0	.00
Leader training meeting	15.1	2.2	.15
Telephone call	5.4	0.0	.00
Any Extension method	97.8	96.6	.99

Table 15.— The Extent to Which Homemakers Have Been Exposed to and Influenced By Extension Teaching

Teaching Method	Percentages of Home-		Ratio of Takes to Exposures
	Exposures	Takes	
Circular letters	78.2	50.0	.64
Bulletins	68.8	36.6	.53
Radio broadcast	66.7	14.6	.22
Farm or home visit	63.6	28.1	.44
Extension exhibit	59.4	2.1	.04
Method demonstration	58.4	26.1	.45
News item	49.0	16.7	.34
Other meeting	45.8	37.5	.82
Result demonstration	35.4	4.2	.12
Correspondence	31.2	1.0	.03
Office call	25.0	6.3	.25
Leader training meeting	24.0	12.5	.52
Telephone call	8.3	0.0	.00
Any Extension method	94.7	86.1	.91

SUMMARY

Section II of this study covers Negro farm families only, and does not include share croppers. It is recognized, however, that Extension work covers other segments of the population, and includes sharecroppers as well as people in towns and small rural centers not represented in this study.

What Extension Wanted to Find Out

1. The extent to which farmers and homemakers have adopted farm and home-making practices that have been recommended by Extension.
2. The effectiveness of teaching methods used.
3. The extent to which farmers and homemakers have contact with Extension.
4. The knowledge farmers and homemakers have of Extension.

How the Study Was Made

The information was obtained in May, 1951, through personal interviews with the farmers and homemakers in 98 farm families. These families were selected from names in a random list of Negro farm families by taking every second name, starting with a randomly selected number. The interviewing was done by six women and six men, all Extension workers. Three of these were from the state Extension office. Four were county agents and five were home demonstration agents from adjoining and nearby parishes. The same person interviewed both the farmer and homemaker in the family.

The Families and Their Homes

Over 60 percent of these families have lived on their present farms for 10 years or more, and 90 percent have lived in the parish for at least 10 years.

Size of Farms:

Eighty-three percent of the farms have less than 50 acres, and 17 percent have less than 20 acres.

Major Sources of Farm Income:

The major sources of farm income are from dairying, cotton, corn, beef cattle, hogs, soybeans for oil, poultry, and hay.

Portion of Farm Income from Farm:

Sixty-nine percent of these families derive all their cash income from the farm. Others have an income from such sources as work at the sawmill or other work in town.

Tenure Status:

Seventy-eight percent of the families are owners or part owners, and 20 percent tenants.

Farm Houses:

The homes average approximately five rooms per house. The average number of persons per room is a little less than one.

Home Facilities:

Seventy-eight percent of the homes have electricity and an equal percentage have electric lights. Ninety-one percent have radios in working order.

Fifty-nine percent have sewing machines, and 64 percent have pressure cookers or pressure canners for canning. A low percentage have running water in the house, or complete bath rooms.

Age:

Forty-seven percent of the farmers and 42 percent of the homemakers are 50 years of age or over. Forty-six percent of the farmers and 42 percent of the homemakers are from 35 to 49.

Formal Schooling:

Seven percent of the farmers and 21 percent of the homemakers have had eight or more years of formal schooling. Sixty-seven percent of the farmers and 37 percent of the homemakers have had only four years or less.

Families with Children at Home:

Forty-six percent of the families have children under 10 years of age, and 48 percent have children from 10 to 18.

Of the families who have children from 10 to 18 years of age, 53 percent have at least one child in a 4-H Club.

Radio, Newspapers, and Magazines:

Ninety-one percent of the farmers have a radio, and 37 percent take a daily or weekly paper. Sixty-two percent of the families take a farm or home magazine.

Knowledge of Extension Work:

Seventy-three percent of the farmers and 41 percent of the homemakers can identify the county agent or assistant agent. Seventy-seven percent of the farmers and 75 percent of the homemakers know the home demonstration agent or assistant agent for work with Negroes. Forty percent of the farmers and 47 percent of the homemakers know something of 4-H Club work.

WHAT SHOULD THIS STUDY MEAN TO EXTENSION?

It is evident from the data collected in this study that the Extension Service's way of working with these families is effective with a high percentage of both farmers and homemakers. Nearly all have had some contact with the Extension Agents, and a high percentage have adopted some of the practices that have been emphasized in the Extension Program. However, the data indicates also that Extension is working much more with the homemakers who have a high level-of-living, who have had five years or more of schooling, or who are owners, than with the other comparable groups. Also it is working more with farmers who

have a high level-of-living than with those who have a low level-of-living. This seems to direct attention to the Extension Program and to methods of carrying it out to the people.

While a very high percentage of both farmers and homemakers have adopted some of the practices that have been emphasized in the program, it should not be overlooked that a high percentage have not adopted other of the practices. This raises a question as to whether the most important or needed practices have been emphasized, and whether a more effective explanation to the people of some of the practices could be found and used? For example, 68 percent of the homemakers have not adopted the practice of using baby chicks from only U. S. approved or certified hatcheries. Of the 58 homemakers who gave reasons for not adopting the practice, 23 stated, in effect, that they do not understand the meaning of the practice. This obviously indicates that much more educational work on the quality of baby chicks from different sources is needed. Of 40 homemakers giving reasons for not adopting the practice of controlling lice on chickens by using nicotine sulphate or sodium fluoride, 14 stated that their chickens have never had lice. Of 33 who gave reasons for not adopting the practice of using whole grain or enriched bread or cereal, 32 seem not to know the meaning of the word "enriched" as used in this practice.

Other illustrations: Of 34 farmers who gave reasons for not adopting the practice of using hybrid corn, 31 stated, in effect, that hybrid corn would not be profitable, or that they do not understand the practice. Of 71 farmers giving reasons for not adopting the practice of using a heavy application of fertilizer on corn, 44 said, in effect, that it would cost too much, and 22 think that it is not needed in such quantities on their land.

There is little or no correlation between the percentage of farmers or homemakers who have adopted the practices and the number of years the practices have been emphasized in the Extension Program.

Generally speaking, the data collected in this seems to emphasize that program and work planning is properly considered to be a continuous process. It also seems to show that a rather heavy responsibility is on the people who determine the content of the Extension Program, and the ways and means of getting it out to the people.

It is evident from findings in the study that a high percentage of these Negro farmers and homemakers have a fair knowledge of the Extension Service, and their attitude toward Extension is favorable. They have accepted the way Extension works with people. Extension, therefore, appears to have a continuous challenge and an opportunity to perfect its program and teaching methods to fit any changing conditions in the parish, and to meet, in so far as possible, the needs and interest of all the people.